

ORDER



Orders
Order / Rev: 208115
Alt Order #: 06855476
Product Desc: 9/25-10/8 PATRIOT MAJORITY
Estimate: 1657
Flight Dates: 09/25/12 - 10/08/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: New Media Firm
Buying Contact:
Billing Contact:
 1322 G Street Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Patriot Majority
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN12545/IN14067/TO1700

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	11	\$2,900.00	\$2,465.00
10/01/12	10/08/12	24	\$4,800.00	\$4,080.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$2,900.00	\$2,465.00	0.00
October 2012	24	\$4,800.00	\$4,080.00	0.00
Totals	35	\$7,700.00	\$6,545.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	3%	\$7,700.00
Market	100%	\$256,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	19%	\$48,766.67
WGNT	4%	\$10,266.67
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	30%	\$77,000.00
WTVZ	5%	\$12,833.33
WVEC	39%	\$100,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/01/12	10/01/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$100.00		0.00						
E 2	WVBT	10/02/12	10/02/12		CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10-11a Millionaire											
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$100.00		0.00				
E 3	WVBT	10/03/12	10/03/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$100.00		0.00				
E 4	WVBT	10/04/12	10/04/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$100.00		0.00				
E 5	WVBT	10/05/12	10/05/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$100.00		0.00				
E 6	WVBT	10/08/12	10/08/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$100.00		0.00				
E 7	WVBT	09/25/12	09/25/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-T-----			1		\$100.00		0.00				
E 8	WVBT	09/26/12	09/26/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----			1		\$100.00		0.00				
E 9	WVBT	09/27/12	09/27/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---			1		\$100.00		0.00				
E 10	WVBT	09/28/12	09/28/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$100.00		0.00				
E 11	WVBT	10/01/12	10/01/12	M-F 3-4p Steve Wilkos	CM	3-4p	M-----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$125.00		0.00				
E 12	WVBT	10/02/12	10/02/12	M-F 3-4p Steve Wilkos	CM	3-4p	-T-----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$125.00		0.00				
E 13	WVBT	10/03/12	10/03/12	M-F 3-4p Steve Wilkos	CM	3-4p	--W----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$125.00		0.00				
E 14	WVBT	10/04/12	10/04/12		CM	3-4p	---T---	:30	1	\$125.00	P2	0.00	NM	1	\$125.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Steve Wilkos											
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$125.00		0.00			
E 15	WVBT	10/05/12	10/05/12	M-F 3-4p Steve Wilkos	CM	3-4p	----F--	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$125.00		0.00			
E 16	WVBT	10/08/12	10/08/12	M-F 3-4p Steve Wilkos	CM	3-4p	M-----	:30	1	\$125.00	P2	0.00	NM	1	\$125.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$125.00		0.00			
E 17	WVBT	09/25/12	09/25/12	M-F 4-5p M-F 4-5p	CM	4-5p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$250.00		0.00			
E 18	WVBT	09/26/12	09/26/12	M-F 4-5p M-F 4-5p	CM	4-5p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$250.00		0.00			
E 19	WVBT	09/27/12	09/27/12	M-F 4-5p M-F 4-5p	CM	4-5p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$250.00		0.00			
E 20	WVBT	09/28/12	09/28/12	M-F 4-5p M-F 4-5p	CM	4-5p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$250.00		0.00			
E 21	WVBT	10/01/12	10/01/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$200.00		0.00			
E 22	WVBT	10/02/12	10/02/12	M-F 4-5p M-F 4-5p	CM	4-5p	-T-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$200.00		0.00			
E 23	WVBT	10/03/12	10/03/12	M-F 4-5p M-F 4-5p	CM	4-5p	--W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$200.00		0.00			
E 24	WVBT	10/04/12	10/04/12	M-F 4-5p M-F 4-5p	CM	4-5p	---T---	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$200.00		0.00			
E 25	WVBT	10/05/12	10/05/12	M-F 4-5p M-F 4-5p	CM	4-5p	----F--	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$200.00		0.00			
E 26	WVBT	10/08/12	10/08/12		CM	4-5p	M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5p											
				M-F 4-5p											
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$200.00		0.00						
E 27	WVBT	09/25/12	09/25/12	M-F 5-6p Steve Wilkos	CM	5-6p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$250.00		0.00						
E 28	WVBT	09/27/12	09/27/12	M-F 5-6p Steve Wilkos	CM	5-6p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$250.00		0.00						
E 29	WVBT	10/01/12	10/01/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$250.00		0.00						
E 30	WVBT	10/03/12	10/03/12	M-F 5-6p Steve Wilkos	CM	5-6p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$250.00		0.00						
E 31	WVBT	10/08/12	10/08/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$250.00		0.00						
E 32	WVBT	10/01/12	10/01/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP M-F<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$500.00		0.00						
E 33	WVBT	10/03/12	10/03/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	--W----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP M-F<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$500.00		0.00						
E 34	WVBT	10/04/12	10/04/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	---T---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP M-F<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$500.00		0.00						
E 35	WVBT	09/29/12	09/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
FOX 43 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$1,000.00		0.00						
													Totals	35	\$7,700.00